

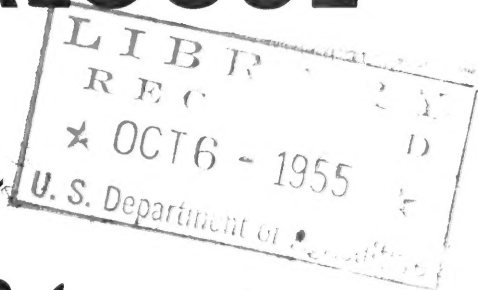
62.09

De

1955-1956 SPECIALIST'S

WHOLESALE CATALOGUE

Fuchsias



Geraniums

Pelargoniums



TWO NEW STARS

STARLET (THREE TOP UMBELS)

STAR OF PERSIA (TWO LOWER UMBELS)

BOTH DESCRIBED ON PAGE 7

SCHMIDT NURSERY

355 LAMBERT AVENUE

•

PALO ALTO, CALIFORNIA

Palo Alto Phone DAvenport 2-4501

... before ordering

please read these TERMS OF SALE

Orders for all stock offered in this Wholesale Catalogue are being booked now. All orders are promptly confirmed, but are accepted subject to cancellation in case of crop failures and other conditions beyond our control.

No orders shipped that total less than \$5.00. NOT LESS THAN FIVE PLANTS OF A VARIETY AT WHOLESALE PRICES.

This catalogue cancels all previous issues.

We do not sell rooted or unrooted cuttings, but only well grown and established plants in pots.

Our terms are cash with order, unless you make other arrangements with us AT THE TIME YOU ORDER, for payment at delivery date.

All prices F.O.B. Palo Alto. No charge for packing.

Since Railway Express rates are so high, we suggest shipment by Parcel Post and Special Handling. However, if you want us to ship to you by Railway Express, please so indicate on your order.

We are NOT responsible for the safe arrival of plants after they have been accepted in good order by the carrier. CLAIMS FOR DAMAGE IN TRANSIT (broken plants, delay in delivery, etc.) SHOULD BE FILED WITH THE CARRIER ON DELIVERY.

Orders will be shipped when plants are ready and, depending on the stock, that will be in late winter or early spring. However, please **indicate on your order when you would like to have the plants** and we will let you know at once what we can do.

All stock is labeled, true to name as given in this catalogue.

We **never substitute** if sold out of a variety you have ordered and so suggest you PLEASE GIVE A SECOND CHOICE WHENEVER POSSIBLE.

For years we have successfully shipped to distant places. Many thousands of plants—expertly packed—left our nursery and safely reached customers in many states, as far from Palo Alto as Maine and Florida, also Canada, the Canal Zone, the Territory of Hawaii, New Zealand, Germany, Great Britain, and South Africa.

... about ordering Early



The demand for our specialties, particularly fuchsias, continues to increase yearly and so we always seem to be short of stock.

Last season we were sold out of most items in less than a month after our wholesale catalogue was mailed out. This year, again, we expect to be sold out of Pelargoniums and other items **in less than one month** after this catalogue reaches you. Since our production is so limited, we urge you to order as soon as possible after you receive this catalogue. This is not high-pressure business but a statement of fact—each year the late orders are out of luck. Each year we mail back many orders that arrive too late.

This does **not** apply to the new 1956 Fuchsia Introductions. We keep "open book" for them and hope to be able to supply plants even late in the season.

Visitors Please Note: We are CLOSED MONDAYS and on the following holidays: New Year, Easter, Memorial Day, July 4th, Thanksgiving and Christmas.

We are OPEN ALL OTHER DAYS, INCLUDING SUNDAYS, from 8 a.m. to 5 p.m.

FUCHSIAS

Please note that our fuchsias offered at wholesale are well-rooted plants grown in 2½" pots (not 2" or 2¼" pots, but 2½" pots). It costs us more in time, material and space to raise and ship 2½" stock, but it pays. When they reach you, our 2½" pot plants are ready for 4" or larger pots, or gallon cans.

1956 INTRODUCTIONS

Once again—ever since 1939—we are pleased to offer exclusively, or as co-introducers, the finest of new fuchsia originations by well known hybridizers.

The new introductions are listed alphabetically below. Price schedule is at the end of descriptions, page 4.

CAMILLE (Schnabel)—From originator's description: A huge flower with a beautifully spreading corolla of Rose Bengal. Has the classic form and shape of the best large double purples. Sepals are cupped and short, fully reflexed, colored crimson. The upright, bushy, plant has wiry branches and foliage of medium size and leathery. Easy to grow and has been garden tested.

We consider Camille to be one of Mr. Schnabel's outstanding varieties.

CARMEL BLUE (Hodges)—Long single corolla beautiful blue; long greenish white tube and narrow, outspread white sepals flushed palest blush on underside, tipped pale green. Vigorous upright bush with excellent foliage and lots of flowers. The very attractive color contrast should be most popular.

COLONIAL DAME (Hodges)—Fully double corolla light to medium pink; short, broad, outspread sepals rose pink, tipped green. Strong, willowy grower, good foliage, large flowers. Try Colonial Dame as a hanger, too. Quite heat tolerant in Palo Alto. In the fog belt the flowers are quite large, with deeper pink color and rose sepals.

DESERT SUNSET (Muriel Waltz)—Double light rosy purple corolla opens to various shadings, mostly a smoky rose, maturing to a bright lake. Upright sepals white, light pink on inside. Spreading bush, large flowers, try as a hanger.

MAYFLOWER (Hodges)—Double, spreading corolla light pink, sepals deep pink to rose, conspicuously tipped green. Trailing grower with good sized flowers, best displayed in a hanging basket. Somewhat larger and softer pink than the well known South Gate. In the cooler sections the colors are deeper, the flowers quite flaring.

PAPER DOLLS (Reiter)—From originator's description: Similar to Flying Cloud, with larger and whiter flowers. Plant is a strong, medium high, branching grower with larger leaves than Flying Cloud. A heavy bloomer and as heat tolerant as Flying Cloud.

We consider Paper Dolls to be one of Mr. Reiter's most promising introductions.

PINK CLOUD (Muriel Waltz)—Single corolla light orchid pink, short waxy tube and long, broad, recurved sepals phlox pink, tipped pale green. Upright grower, this seedling of Sleigh Bells has all the good characteristics of its excellent parent. Similar in growing habit to Sleigh Bells, with somewhat larger leaves. A lovely fuchsia.

PINTO (Fuchsia-La) Trade Mark Reg.—Double cream white, with prominent cerise-rose splashes on outside petals. Tube and pagoda-type reflexed sepals brightest rose red. Very free flowering hanging fuchsia with good sized flowers of bright contrasts. Heat tolerant.

SANTA LUCIA (W. Munkner)—Double orchid pink, prominent rose veining in all petals, outside petals overlaid salmon-rose. Outside petals are attached to the broad, spreading deep red sepals, giving the open flower a round "powder puff" appearance. Strong upright grower, large flowers.

SILVERADO (Muriel Waltz)—This outstanding semi-trailer won First Prize as the best seedling at the 1955 National Fuchsia Society show in Long Beach, under the temporary name "Cinderella." Fully double corolla palest pink, orchid undertone, near-white at petal edges. Tube and broad, recurved sepals white, soft pink blush inside sepals. Light green leaves, large flowers.

STARRY TRAILS (Muriel Waltz)—Long single corolla brightest rose bengal, tube and very long, outspread sepals flesh, flushed palest salmon. A natural trailer with large flowers notable for the very long sepals.

SUMMER SNOW (Muriel Waltz) Trade Mark Reg.—Semi-double white corolla, tube and sepals white. Curved upturned sepals tipped green. Natural trailer with medium large flowers. Instead of the usual pink-flushed whites, Summer Snow has actually a dash of lemon or ivory in the corolla.
This we consider Miss Waltz's outstanding introduction.

TIPTOP (Hodges)—Single corolla deepest royal violet-purple, short tube and long, spreading sepals dark, but bright red. Strong upright grower, medium size crisp flowers produced in abundance. Stands heat and should be an excellent fuchsia for garden and landscape display.

Please note that we cannot accept your order for any of the above described non-patented 1956 Fuchsia Introductions unless your order is accompanied by a signed Propagating Agreement. For your convenience a copy of it, printed on yellow paper, has been inserted in this catalogue.

We hope to have a good stock of 1956 Fuchsia Introductions on hand throughout the season, but strongly advise early ordering if you want early delivery.

WHOLESALE PRICES for Camille, Carmel Blue, Colonial Dame, Desert Sunset, Mayflower, Paper Dolls, Pink Cloud, Pinto, Santa Lucia, Silverado, Starry Trails, Summer Snow and Tiptop. Strong plants grown in 2½" pots:

5 plants of one variety.....	each 45c
10 plants of one variety.....	each 40c
25 or more of one variety.....	each 35c

Established **minimum RETAIL PRICE** for Camille, Carmel Blue, Colonial Dame, Desert Sunset, Mayflower, Paper Dolls, Pink Cloud, Pinto, Santa Lucia, Silverado, Starry Trails, Summer Snow and Tiptop, **for the entire year of 1956** is 75c each for plants in 3" pots or smaller containers, \$1.00 each for 4" pots or large containers

GENERAL COLLECTION OF FUCHSIAS

INCLUDING 1955 INTRODUCTIONS

Upright growing varieties listed below. Hanging-pot or trailing fuchsias listed as a group on page 6.

Please note that whenever the terms "heat-tolerant" or "heat-resistant" are used in a description, it does **not** mean that the particular variety may be planted in full sun. It may stand full sun in the fog belt, but must be planted, as are other fuchsias, in part shade in the warmer sections—then the flowers will be tolerant to hot weather.

- AUNT JULIANA**—Large flowers. 17½c.
AURORA SUPERBA—Single salmon 17½c.
BERKELEY—1955 introduction. Strong grower, large flowers. 20c.
BERNADETTE—Double deep blue. 17½c.
BLUE MU LAN—New, white and lilac blue. 20c.
BLUE WAVES—Double blue 17½c.
BURGUNDIAN—1955 introduction. Try this for burgundy colors. 20c.
CHANG—Single orange, heat tolerant. 20c.
CHECKERBOARD—Distinct single. 17½c.
CHINA DOLL—Double white corolla. 17½c.
CITATION—Tops in this class. 17½c.
COUNTESS OF ABERDEEN—20c.
CRESCENDO—Brilliant coloring. 17½c.
CROWN JEWEL—Large double. 20c.
DAINTY LADY—Low, free flowering. 17½c.
DISPLAY—Single pink, heat tolerant. 17½c.
DON PERALTA—Large single red. 17½c.
DOROTHY LOUISE—Double pink. 17½c.
DR. JULES WELCH—Double, heat tol. 20c.
DUKE OF WELLINGTON—New, double purple, red sepals. 20c.
EASTER BONNET—1955 introduction. Tops in double pinks, large. 20c.
EL CAMINO—1955 introduction. Low, free bl. double. Good. 20c.
ENCHANTED (Patented)—One of the best large double campan. blue. 35c.
ERECTA—Flowers held erect. 20c.
FANTASY—Free blooming. 17½c.
FLYING CLOUD (Patented)—Semi-double to double white. Good grower. 35c.
FRENCHI—One of the best. 20c.
GAY SENORITA—Early bloomer. 17½c.
G. BONSTEDT—Will stand full sun. 17½c.
GEORGANA (Patent applied for)—1955 introduction. Large double, strong grower. 20c.
G. MONK—Low, double blue. 17½c.
GYPSY PRINCE—Double, heat tolerant. 20c.
GYPSY QUEEN—Tops everywhere. 17½c.
HERON—Heat tolerant, free blooming. 17½c.
HIS EXCELLENCY—Popular. 20c.
HOLLYDALE—Low, free blooming dbl. 17½c.
HONEYMOON—Early double blue. 17½c.
INNOCENCE—Early blooming white. 20c.
JAMBOREE—1955 introduction. Highly recommended, brilliant coloring. 20c.
JUPITER—Free blooming deep violet. 17½c.
KEYSTONE—Early blooming pink. 17½c.
KING'S RANSOM—Good double. 17½c.
LACE PETTICOATS (Patented) — Double white, willowy grower. 35c.
LORD BYRON—Low, heat tol., dark. 17½c.
LUCKY STRIKE—Popular double. 17½c.
F. MAGELLANICA GRACILIS VARIEGATA—Good variegated. Hanger, too. 20c.
MAZDA—Single orange, heat tolerant. 20c.
MISSION BELLS—Single deep purple. 17½c.
MOONLIGHT—Large pastel double. 17½c.
MRS. W. P. WOOD—Small, free fl. 20c.
OLD SMOKY—Popular, double smoky. 20c.
OREGON TRAIL—Free blooming. 17½c.
OTHERFELLOW—Dainty pastel. 20c.
PARTY FROCK (Trade Mark Reg.)—Double lavender blue and pink. 35c.
PATTY EVANS—Tops in this class. 17½c.
PEPPERMINT STICK—Two tone. 17½c.
PINK FAIRY—Double clear pink. 17½c.
PINK PARFAIT—1955 introduction. Double "strawberry ice-cream pink." 20c.
PIO PICO (Patent applied for)—1955 introduction. Very large. 35c.
PRIDE OF SHEFFIELD—New double. 20c.
PURPLE HEART—Double two toned. 17½c.
RED TRUMPET—Large single red. 20c.
REITER'S GIANT—Double purple. 17½c.
REVERIE—Double pink. Tops. 17½c.
ROSE OF DENMARK—Popular. 20c.
ROYAL FLUSH—Free flowering purple. 17½c.
RUBEO—Tops in any climate. 17½c.
RUFUS—Heat tolerant turkey red. 20c.
SAN LEANDRO—Fine big double. 17½c.
SAN LUIS OBISPO (Trade Mark Reg.)—Dbl. large, showy red and white. 35c.

- SANTA MARIA**—Heat tolerant double. 20c.
SAPPHIRE—Double purple and pink. 17½c.
SCHILLER—Single, stands full sun. 17½c.
SEA SHELL—Double shell pink. 20c.
SEQUOIA—Early double orchid lilac. 17½c.
SHY LADY (Trade Mark Reg.)—1955 introduction. Finest double pale peach. 35c.
SILVIA—Free flowering pink and white. 20c.
SLEIGH BELLS—The finest large single white. Heat tolerant, too. 20c.
SNOWBALL—Large double white. 20c.
SOUV. DE H. HENKEL—Triphylla hy. 20c.
STORM KING—Double red-and-white. 17½c.
SUNRAY—Beautiful variegated leaves. 25c.
SUPER BRITISH—Color contrast. 17½c.
SUSAN—Low, early double lilac blue. 17½c.
THE ARISTOCRAT—Strong, showy var. 17½c.
THE CHIEF—Double violet purple. 17½c.
TIMMY—1955 introduction. Novelty. 25c.
TORPILLEUR—Double, stands sun. 17½c.
TRIUMPHANT—Showy double violet. 17½c.
TUTU—Largest double pastel. 20c.
UNCLE JULES—Large double blue. 17½c.
VOODOO (Patented)—Large double deep violet purple. Very good. 35c.
WEDGEWOOD—Double blue, white sep. 20c.
WHITEMOST—White, sepals pinks. 17½c.
WHITE WONDER—Excellent. 17½c.
WINSTON CHURCHILL—Tops. 17½c.
YONDER BLUE—Large double blue. 20c.

HANGING POT or TRAILING FUCHSIAS

- AMAPOLA**—Large rose purple. 17½c.
ANNA—Large double, showy. 17½c.
AUTUMNALE—Highly colored foliage. 20c.
BALI HI (Patent applied for)—1955 introduction. Double mauve-blue. 35c.
BLACK MAGIC—Double deep purple. 20c.
BLOOMER GIRL—Double pale pink. 17½c.
BLUE PENDANT—Early, free flowering. 17½c.
BOUFFANT—Long red and white. 17½c.
CARIOCA—Heat tol., showy coloring. 17½c.
CHEROKEE—1955 introduction. Double purplish rose. Strong grower. 20c.
CHIQUITA—1955 introduction. Lovely pink, masses of flowers. 20c.
GIANT CASCADE—Fine, large-fl. 17½c.
GIANT PINK ENCHANTED—New, large dbl. pink, darker veins. 25c.
GOLDEN MARINKA—1955 introduction. Variegated leaves. Heat tolerant. 20c.
IMPERIAL CROWN—Salmon orange. 20c.
INCA MAIDEN—Heat tolerant. Easy. 17½c.
LILIBET—Top seller everywhere. 20c.
MARINKA—Stands sun, very hardy. 17½c.
MERLE HODGES—Dbl. powder blue. 17½c.
MILLIONAIRE—1955 introduction. Dbl. deepest violet purple. 20c.
MRS. RUNDLE—Light orange. Good. 17½c.
MRS. VICTOR REITER—Popular var. 17½c.
PINK BALLET GIRL (Nonpareil)—17½c.
PINK POPCORN—1955 introduction. Fine white and light pink. 20c.
PURPLE NIGHT—1955 introduction. Showy contrast, white and purple. 20c.
PURPLE SAGE—Single deep purple. 17½c.
RED CAP—Showy bright red single. 17½c.
RED SPIDER—Tops everywhere. 17½c.
SALMON BUTTERFLY—New, flaring, single, rose salmon. 25c.
SAN FRANCISCO—Unsurpassed. 17½c.
SAN JOSE—1955 introduction. Double white, red sepals. Very large. 20c.
SAN MATEO—Immense double violet. 17½c.
SAN PABLO—Immense double orchid. 17½c.
SEVENTEEN—Finest clear rose. 17½c.
SNOWFLAKE—Heat tol., single white. 20c.
SO BIG—1955 introduction. Very large double white, long pink sepals. 20c.
SOUTH GATE—Top pink, heat tolerant. 20c.
STREAMLINER (Patented)—Heat tol., long all red, double. Large flowers. 35c.
SWINGTIME—Top dbl. white, red s. 17½c.
TINKER BELL—1955 introduction. Very free blooming white and pink. 20c.
VAGABOND—Large double red. 20c.

OTHER FUCHSIAS USEFUL FOR HANGING POTS

Described or listed and priced on preceding pages, the following varieties have been grown successfully in hanging baskets, specially those printed in heavy type:

Aunt Juliana, **Aurora Superba**, **Easter Bonnet** **Enchanted**, **Fantasy**, **Flying Cloud**, **His Excellency**, **Innocence**, **Lace Petticoats**, **Lucky Strike**, *F. magellanica gracilis variegata*, **Moonlight**, **Old Smoky**, **Patty Evans**, **Super British**, **Uncle Jules**, **Voodoo**, and **Whitemost**.

LADY WASHINGTON GERANIUMS

Also known as Show, Fancy or Martha Washington Geraniums, and often as just plain Pelargoniums. Botanically *Pelargonium domesticum* varieties.

The following are not 1956 novelties, but new introductions of 1955, 1954 and other recent dates.

CHERIE—Ruffled palest pink, with rose spot in each petal. Large upright-flowering umbels. **30c.**

CHERRY PINK (listed last year as Pink Conspicuous)—Frilled palest blush, dark red veining and blotch in top petals. **30c.**

DAWN—Very large, soft salmon pink, apricot undertone, velvety maroon blotch in top petals. Low, bushy grower. **30c.**

DELILAH—Lower petals orchid pink, with rose spot; top petals deep velvety red-brown, dark veins, salmon flush on light border. Very large flowers. **30c.**

EL ENCANTO (Schmidt 1955)—Soft salmon pink, near-white at center, some crimson veining at base of top petals. Good grower, good sized umbels, medium large flowers. Specially noted for its long blooming season. **35c.**

GERONIMO—Glowing blood red on fairly low, bushy plant. Distinctive bright red flowers last well. **30c.**

GRAND SLAM—Its low, bushy growth and masses of big red flowers have elevated Grand Slam as the leading red Lady Washington geranium in the trade. New low price, **25c.**

HOLIDAY—Lower petals white, pink blush; top petals velvety maroon with strawberry flush toward border. Ruffled flowers in large umbels on fairly low plant. Showy contrast. **30c.**

JOY (Schmidt 1955)—Bright coral red with salmon flush, near-white center and fine white line at ruffled edges. Rather tall grower with medium size flowers. Most attractive and telling color of high customer appeal. **35c.**

LAVENDER GRAND SLAM—Sport of Grand Slam with the same good habit of growth and bloom, but color is a fairly deep orchid lavender, in large umbels. **30c.**

PRELUDE—Slightly deeper in color and even larger in flower size than Dawn, described above. Very good. **30c.**

ROGUE (Schmidt 1955)—Similar to Fifth Ave., Red Velvet, etc., but Rogue features a brighter, livelier red than the others. Medium high, bushy grower, large flowers. **35c.**

YUCATAN—Similar to Marie Vogel, but with an orange flush to the flower and a longer blooming season. Excellent bedding and pot plant. **35c.**

WHITE CLOUD—The first all-white Lady Washington geranium on the market. Large flowers, very free flowering. Even small pot plants bloom well. **30c.**

TWO NEW UNUSUAL GERANIUMS

We are pleased to be able to introduce two new varieties in the Cactus-Flowered group of geraniums. They were originated by Mrs. Harvey L. Smith of Los Altos, who already has three well known varieties to her credit, namely Noel, Morning Star and Southern Cross.

STARLET (Smith 1956)—Illustrated on front cover. Double flowers of glowing rose salmon. Low, bushy and very free blooming. Starlet is a specially good pot plant variety.

STAR OF PERSIA (Smith 1956)—Illustrated on front cover. Deep crimson-purple, a rich coloring close to that of the geranium A. M. Mayne (Springfield Violet). Strong grower, with double, larger flowers than others in this class.

Wholesale prices for Starlet and Star of Persia
Strong 2½" pot plants

5 plants of one variety **75c** each—10 plants of one variety **50c** each
25 or more of one variety **35c** each

GERANIUMS

All strong stock grown in 2½" pots. Not less than five plants of a variety at wholesale prices.

DWARF GERANIUMS: Black Vesuvius 50c; Emma Hossler 35c; Goblin 50c; Kleiner Liebling 25c; Madame Fournier 25c; Mr. Everaarts 35c; Pigmy 35c; Pixie 35c and Pride 35c each.

SCENTED-LEAVED GERANIUMS: Clorinda, Fair Ellen, Lemon, Lime, Peppermint, Pungent Peppermint, Nutmeg, Rose, Strawberry, Variegated Prince Rupert and Variegated Rose geranium. 25c each.

UNUSUAL GERANIUMS: Morning Star, a soft salmon, and Southern Cross, a salmon-coral Cactus-Flowered geranium. 35c each. Noel, the pure white one, 25c each. New Life, no two flowers alike—red, striped and flecked white—35c each.

FANCY-LEAVED GERANIUMS: Alpha 25c; Crystal Palace Gem 25c; Distinction 25c;

Dwarf Gold Leaf 35c; Happy Thought 25c; Jubilee 25c; Miss Burdett Coutts 50c; Mrs. Cox 50c; Mrs. Parker 25c; Skies of Italy 25c; Wilhelm Langguth 25c.

IVY-LEAF GERANIUMS: Excepting Madame Margot and Sunset, we are listing only some of our own originations, not generally available in the wholesale trade: Bridesmaid, Butterflies, Caprice, El Gaucho, Jester, Madame Margot (syn. L'Elegante), Old Mexico, Sunset, The Duchess and Valencia. All 25c each.

SWEET HELIOTROPE: We offer the large, dark, and fragrant "Black Beauty." Grow it along fast with plenty of water and applications of fertilizer, in a warm, sunny place. Strong 2½" pot plants, 20c each.

1955-1956 SPECIALIST'S WHOLESALE CATALOGUE

Fuchsias

Geraniums

Pelargoniums

SCHMIDT NURSERY

355 Lambert Avenue

•

Palo Alto, California

Palo Alto Phone Davenport 2-4501

Wm. E. Schmidt, originator and grower, thirty-one years in the nursery business.
Member of the American Fuchsia Society, International Geranium Society, California Horticultural Society, Strybing Arboretum Society, California Association of Nurserymen, American Association of Nurserymen and the American Horticultural Council, Inc.

We are a Pinto Tag Nursery

BLAKE PRINT, PALO ALTO